

**Executive Committee for Highway Safety
Public Information and Education
Working Group Meeting Minutes – Mtg. #2
October 17, 2006**

Location:

NCDOT, Meeting Room 160 @ 10:00 a.m.

Committee Members in Attendance:

Katy Jones
Delisa Davis

Cliff Braam
Cheryl Bitting

Jessica Jones
Beth Horner

Shelley Winters
Kevin Elwood

Scribe:

Katy Jones

Minutes:

- The meeting began at approximately 10:10 a.m.

Task I – ECHS Web site

Jessica Jones informed the group that NCDOT will no longer be purchasing domain names, but has agreed to change the ECHS page to the following: www.ncdot.org/echhs. The group looked over printouts of the Web site and discussed ways to improve the organization and appearance of the site. Karen informed the group that there are only five templates that NCDOT uses now and agreed to send those out for consideration.

The group decided that the majority of the content of the site should stay the same, with the links reorganized and some content updated. The next meeting date will remain on the home page, in addition to the Strategic Highway Safety Plan and the 2006 HSIP Report and Five Percent Report.

Further discussion will continue via email upon the decision of which template to use.

Task II – Development of newsletter for ECHS

The ECHS newsletter is slated to be a quarterly publication that will use each working groups' submitted minutes to create working group summaries. Cliff Braam and Katy Jones have agreed to create content for the inaugural newsletter, which Beth Horner has offered to lay out and have printed.

The first order of business will be presenting the ideas for the newsletter to the ECHS to gain their approval prior to beginning the newsletter.

Suggestions for the newsletter included:

- Maintaining a static layout to make reading the newsletter efficient
- Using the “Safety One” logo or tag line
- Potentially developing a new logo
- Gathering content from meeting minutes as well as solicited updates from working group chairs
- Emailing the newsletter in PDF form to all committee members and having copies available at the meeting

Task III – Development of ECHS Strategy Overview Sheets

Cliff Braam explained that Kevin Lacy is interested in having a section of the state’s Strategic Highway Safety Plan be dedicated to one-page summaries of each approved strategy. Cliff has drafted these for the SHSP, but would like to see them more professionally developed. The current versions can be viewed on page numbers 26 through 43 of the SHSP.

Task IV– Development of Strategies for other Working Groups

Initial emphasis will be placed on establishing the role of the Public Information and Education Working Group. The group will continue to monitor the activities of the working groups and respond to newsworthy events accordingly.

Reminders

Party Responsible	Task to be completed
Katy and Cliff	<ul style="list-style-type: none"> ▪ Present ideas and draft content for newsletter
Beth	<ul style="list-style-type: none"> ▪ Create layout for newsletter
Cheryl	<ul style="list-style-type: none"> ▪ Look into redirecting current pages to shorter address ▪ Send out potential web page templates

NEXT MEETING: Tuesday, January 9, 2007, 1:00; TMC Conference Room